

ABSTRACT OF THE DISCLOSURE

A fishing lure with an integral light source and fiber optic strands is provided designed to attract more fish. A splay of short fiber optic strands leave the rear of the lure and camouflage a fishing hook. The fiber optic strands are gathered to a single point inside of the lure. A light-emitting diode (LED) is placed next to this point which allows visible light to travel down the fiber optic strands and exit from the end of the strand thus producing a display of light designed to attract fish. The LED is powered by a small watch-type battery and is controlled by a tension-activated switch at the front of the lure. Whenever tension is applied to the lure by the fishing line, the circuit is closed and the LED illuminates. If tension is removed by slack in the line, the circuit is opened and the LED extinguishes.